

Our Ref: 18384/SH/TA/AO'M
Your Ref: PP - 07683095
Email: tarowobusoye@firstplan.co.uk
Date: 21 March 2019

Planning and Building Development,
5 Pancras Square,
Kings Cross,
London,
N1C 4 AG

Dear Sir/Madam,

**PLANNING APPLICATION FOR THE CREATION OF AN EXTERNAL SEATING AREA AND CONSENT TO DISPLAY ADVERTISEMENTS.
NO. 32 PARKWAY, CAMDEN, NW1 7AH**

We have been instructed by our client, Five Guys JV Limited, to submit the enclosed planning application (online via Planning Portal ref: PP- 07683095) for the creation of an external seating area to the front of the premises, together with the installation of replacement advertisements at No. 32 Parkway, Camden.

In accordance with national and local validation requirements the following documents are attached in support of this application:

- Completed Application Form with Certificate B;
- Planning, Design and Access, and Heritage Statement (contained within this letter);
- CIL Form;
- Site Location and Block Plan;
- Existing Front Elevation (Drawing No. EA414-19-01);
- Proposed Shopfront Elevation (Drawing No. FIV200-A410);
- Proposed Shopfront Section & Side Elevation (Drawing No. FIV200-A415); and
- Proposed Outdoor Seating Area (Drawing No FIV200-P211).

The requisite fee of £614, including the Planning Portal Administration Fee of £20, has been paid online via the Planning Portal. £462 is apportioned to the external seating area planning application, and £132 for the advertisement consent application.

Background Information

Site and Surrounding Area

The site is a three-storey brick building with a central recess on its main frontage. The second storey has a painted façade with three centrally location sliding sash windows, and the third storey comprises two

wooden framed dormer windows. The roof is steeply pitched with red tiles. The site has a recent history of restaurant use, and was previously a public house.

No.32 Parkway lies within the Camden Town Conservation Area. The building is not a statutorily Listed Building but is noted as a positive building in the Conservation Area Appraisal. It is currently occupied as a restaurant with an outdoor seating area. The existing shopfront is darkly decorated with retractable awnings and loose furniture outside.

The surrounding area is characterised by a variety of uses, with varying styles of advertisements. In close proximity to the application site lie a number of restaurants and immediately adjacent is a specialist running shop.

Planning History

There is an extensive planning history to the site. Those applications that are considered to be most relevant are:

- 2015/1254/P: Planning permission was granted in August 2015 for the installation of mechanical equipment associated with ventilation, air conditioning and refrigeration at roof level.
- 2012/0219/A: Permission was granted in January 2012 for the display of two retractable awnings, an externally illuminated fascia sign, two internally illuminated menu box signs, and an externally illuminated hanging sign.
- Annually, between 2012 and 2018, there has been an application for the placement of table and chairs outside of the restaurant.

There are a number of applications for adjacent premises that are deemed relevant to the application:

- 2017/0041/A: Permission was granted in February 2017 for the display of an internally illuminated letter and logo fascia sign and a non-illuminated projecting sign at No. 44 Parkway.
- 2016/3488/A: Permission was granted in July 2016 for the display of non-illuminated fascia sign with internally illuminated logo, illuminated hanging sign and 3 non-illuminated projection signs to shopfront at No. 72-74 Parkway.
- 2013/7442/A: Permission was granted in November 2013 for internally illuminated fascia and non-illuminated illuminated projecting sign at No. 34 Parkway.

Proposals

This proposal pertains to the creation of an external seating area to the front of the premises, and installation of advertisements at No. 32 Parkway, Camden. Full details of the proposals are set out in the accompanying plans.

The application proposals seek modest alterations as set out below:

Outdoor Seating Area:

- Creation of an outdoor seating area - extending out 1.4 metres along the length of the shopfront. The total width of the footpath is 3.4 metres, allowing for 2 metres of clearance between the edge of the seating area and the edge of the pavement.

Advertisements:

- 1 no. replacement fascia sign:
 - 8331mm x 50mm x 600mm;

- White text on a red background; and
- Internally illuminated through LED.
- 2 no. replacement projecting signs
 - 860mm x 100mm x 815mm;
 - 600mm x 100mm x 600mm;
 - White text on a red background; and
 - Internally illuminated through LED.
- 2no. replacement retractable branded awning
 - 3980mm x 1400mm x 1500mm;
 - White text on a red background
 - Full retractable, constructed of fabric
- 5no. replacement branded breeze screens
 - 1200mm x 1025mm;
 - White text on red background; and
 - Removeable, constructed of metal and fabric.

Officers will note that the proposed shopfront will be repainted. This minor operation does not require planning permission, as permitted under Part 2 of the GPDO, and is shown for completeness in order to provide officers with a full understanding of the final shopfront appearance.

Planning Policy

The statutory development plan consists of the Camden Local Plan (adopted July 2017). The National Planning Policy Framework (NPPF) (2019), and National Planning Guidance (Online, 2018) are also material considerations when considering this application. In addition to these documents the Conservation Area Appraisal for Camden Town, Camden Planning Guidance on Amenity (2018), and Camden Planning Guidance on Design CPG 1 (Updated March 2018) were taken into account in the preparation of this application.

NPPF (2019)

The NPPF provides overarching planning policy guidance for development across England. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 10 sets out at the heart of the framework is a “*presumption in favour of sustainable development*” and Paragraph 11 notes that for decision-taking, sustainable development means approving development proposals that accord with an up-to-date development plan without delay.

In terms of economic development, Paragraph 80 details that: “*Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity...*”

Paragraph 189 outlines that when dealing with proposals affecting heritage assets, the level of detail provided to the local planning authority should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. Furthermore, in Paragraph 192 it is set out that the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation should be taken into account by local planning authorities.

Camden Local Plan (2017)

Policy G1 Delivery and location of growth – The Council outlines that high-quality development will be promoted by supporting development that makes the best use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site.

Policy D1 Design - The Council will seek a high standard of design in development. Along with respecting the local character, development will be expected to preserve or enhance the historic environment. Design is to be sustainable, and comprises materials that are of high quality. In relation to building services equipment, this is to be carefully integrated

Policy D2 Heritage – Where appropriate, the Council will seek to enhance conservation areas. This policy outlines that substantial harm to a designated heritage asset will not be permitted. Conservation areas are considered designated heritage assets, and as such the Council will require that development within conservation areas preserves or enhances the character of the area.

Camden Town Conservation Area Appraisal and Management Strategy

This document indicates the Council's approach to the preservation and enhancement of the Camden Town Conservation Area. It provides an indication of the Council's approach to the preservation and enhancement of the conservation area. It is to aid the formulation and design of development in the area and will be used when assessing applications.

High quality design will be required of all new development, which includes small alterations to shopfronts, and signage. Successful modern design can enhance the conservation area through careful assessment and responding to the form and qualities of surrounding buildings and spaces.

The appearance of shopfronts is considered by the Council as an important element in the character of the commercial part of the Conservation Area. It is expected that the quality and design of new shopfronts will respond sensitively to the historic setting.

In terms of fascia, signs and advertisements it is noted that a proliferation of signage is not appropriate and may be harmful to the Conservation Area. Pressure for more intensive advertising will be resisted if it is considered to detract from the character and appearance of the area.

Camden Planning Guidance – Design (Updated March 2018)

This document supports the policies within the Local Plan, and provides guidance information on design issues within the borough. The guide outlines that excellence in design is sought and in terms of heritage it is set out that only development that preserves and enhances the character and appearance of the area will be permitted.

Proposals are to consider the context of the development and its surrounding area, the design of the building, the use of the building, the use of the building, and the materials used.

Camden Planning Guidance - Advertisements (2018)

This document provides advice on the design and siting of advertisements. It outlines that in general, the most satisfactory advertisements are those that take account of the character and design of the property, the appearance of its surrounding and the external fabric of the host building.

Planning and Heritage Assessment of Proposals

The context within which the proposed development has been considered are the design and appearance of the planned signage and seating area, its impact on the surrounding amenity, and the impact on the Camden Town Conservation Area.

Reflecting on what is currently in existence at the site and what has been permitted over recent years, both at the site and the surrounding properties, the principle of illuminated advertisements is firmly established. The proposed seating area mirrors that which has existed at the site throughout its time as a public house and as a restaurant, and in a number of surrounding premises located on Parkway; for example; Al Parco, Laz, and Purezza to name but a few.

The principle of both elements is therefore acceptable.

Impact on the Surrounding Amenity

The site is located within a commercial area, flanked by varying types and a mix of uses. Throughout the proposals formulation, consideration of the amenity of these neighbouring uses has been a central element to the process, and any potential impact has been carefully deliberated and assessed.

The proposed signage is replacement in nature and is necessary for our client's successful occupation of the premises. No additional adverts are proposed over and above those established as part of Cote's occupation - the former occupant - and it is considered that the proposals will not have a detrimental impact on public amenity or highway safety, therefore complying with both local and national policy in this regard.

In regard to illumination, the existing lighting on the above fascia projecting sign will be maintained, along with the existing downlighters above the fascia space, which are to be incorporated into the proposals. The position of the projecting signs will be retained. The proposed fascia sign will be constructed of aluminium and will be subtly internally illuminated as the existing spotlights will be removed. Precedent has been established through the granting of permission of internally illuminated signage in properties adjacent to the application site and these proposals will not have any untoward effect on the character of the conservation area or indeed on amenity currently enjoyed. (Please refer to supplementary photographs in **Appendix 1**).

In terms of scale, height and proportions, the proposed advertisements can effectively be considered as replacements. Importantly, the proposals will remain proportionate to the shopfront. The energy efficiency of the advertisements has been taken into consideration and all illuminated will be through LED. The proposed package of advertisements will not detract from the character of the area or the appearance of the surroundings area. Importantly, the advertisements will not detract from the host building and will comply with Policy G1 and D1 of the Camden Local Plan.

All elements of the outdoor seating area are temporary in nature, i.e completely removable. These items will be returned inside the restaurant at the end of each day. When the restaurant is open the breeze screens will serve as a means of containment to prevent the sprawling of furniture of the seating area and will not hinder movement on the pavement and will allow sufficient space - 2 metres - for pedestrians to pass safely and unimpeded.

Impact on the Conservation Area – Heritage Assessment

The setting of the application site within the wider Camden Town Conservation area has been carefully considered. The proposals included within this application will provide an uplifted appearance to No.32 Parkway, and will assist in maintaining the distinctiveness of the area. Furthermore, it is noted with the Conservation Area Appraisal that the commercial area has to continue to adapt to changing customer demand and economic trends.

The Camden Conservation Area Appraisal and Management Plan states:

“Camden High Street and Parkway are the main commercial streets. Non-residential uses extend to Kentish Town Road, Camden Road, the east side of Arlington Road, the west side of Bayham Street, Eversholt Street and the streets off Camden High Street; the proportion of the commercial/residential mix in these secondary locations varies. There is greater architectural variety in this sub-area, due to greater pressure for redevelopment since the later 19th century. Where historic buildings survive, there is a greater tendency for alterations, resulting in a much lower proportion of listed buildings”.

Parkway provides the northern border to the conservation area, it is a tree lined street that was developed in the 1820's-30's. Over the years, many of the buildings along this street have been converted to house new uses. As outlined within the Conservation Area Appraisal a component of the distinctive character and appearance of the commercial part of the Camden town Conservation Area is its variety and eclecticism., it is considered that the proposals will add to this established, varied character.

The materials and colours that are proposed (including the repainted shopfront, which does not require permission) will mirror those that are in existence at the site and the surrounding area. The use of aluminium as a signage material is considered appropriate for the Conservation Area and will not detract from its appeal and established atmosphere. The design proposals and chosen palette of materials and colours offer a sensitive and appropriate response enhancing the streetscape and surrounding conservation area, thus conforming with Policy D2 of the Local Plan.

The scale of the signage is balanced to the size of the shopfront and is of an appropriate proportion, therefore it will not result in any material harm to the character and appearance of the heritage asset. The amount is consistent with what is there.

It can be concluded that no key views will be obstructed nor will focal buildings within the Conservation Area be obscured. The proposals will, therefore, maintain the special interest and the particular character of the Conservation Area in a sensitive and responsive way, and indeed that of the host building, in order to ensure a high-quality development is delivered.

Design and Access Statement

Use

The application site is an existing restaurant with an external seating area to the front of the premises. Five Guys propose to alter this to suit their requirements, thus the use will remain unaffected.

Scale and Amount

The proposed alterations will not change the scale of the property. The application seeks the installation of new advertisements, and the creation of an outdoor seating area only. These proposals are very similar to those that are existing in terms of characteristics, extent, and dimensions, and will, therefore, fit in with the existing appearance of the area.

Layout and Appearance

The proposed installation of signage will replace that which is existing at the site, as will the external seating area, and therefore all elements will be of a similar scale and amount. Given this, the Camden Town Conservation Area, and indeed the free-flow of pedestrian traffic along Parkway, will not be adversely

affected. The appearance of the host building will be enhanced through the package of works proposed, including those elements that do not require planning permission (re-painting of shopfront).

Landscaping

There is landscaping as part of this proposal.

Access

Access to the building will remain unaltered and existing entrances will be maintained.

Conclusion

As demonstrated above, the submitted proposals represent the package of external improvement works sought out by our client, Five Guys, in order to facilitate their occupation of the application site.

These proposals allow for the replacement of the existing signage, and modifications to the existing outdoor seating area, to ensure a high standard of design that does not negatively impact on the character of the area, the appearance of the host building or its external fabric. The amount of signage proposed is consistent with the existing, as is the quantum and scale of the external seating area. The proposals should, therefore, be allowed. Furthermore, the design of all elements is considered sympathetic to the Conservation Area and nearby listed buildings.

We therefore trust that you have all of the information required to assess and positively determine the applications, however, should you require anything further, please do not hesitate to contact me.

Yours Faithfully



SAM HARPER
Director

Enc.